

Survey says... Readers comment on their *Journal*

By Master Sgt. Lisa Hunter

The *NCO Journal* staff has finished tallying the results of the 2003 Readership Survey, the first survey the *Journal* staff has conducted in more than 10 years.

The purpose of the survey is to give us an idea of who our readers are, what they like and/or don't like about the *Journal* and what they want to see in future articles. While this survey was hardly a scientific approach, it serves as a good straw poll.

Here's what we learned:

Quite a few of our readers are in the National Guard or Reserve. The majority of our readers are, in fact, NCOs, but junior enlisted soldiers, officers, civilians and retirees also read the *Journal*. (See charts below for the demographic breakdown of survey respondents.) Most of the readers who chose to comment like the *Journal*.

"It seems to me the *Journal* has evolved into a more helpful tool to me than I recall it being in the past," one reader commented. "I am more inclined to go to it now than the way I remember it in my past experience with it."

"Congratulations for a well-done magazine," wrote Spc. Elaina Vallejo Cummins. "I highly anticipate each new issue. Can't find the words to express the way this magazine motivates me to do a better job. Thank you for taking time to write about NCOs."

Other readers offered suggestions. "I would like to see more articles devoted to

lessons learned-type subjects; each one of us has little tricks of the trade we use to keep our soldiers safe. It would be nice to share these outside of the [NCO Education System] structure.... We all have things to contribute."

Col. William Waff, of the Army Reserve's 88th Regional Support Command at Fort Snelling, Minn., also took the time to complete the survey and comment. "As the Chief of Staff of the 2nd largest Regional Support Command in the Army Reserve, I find the *Journal* a real gift. There are three journals that I look to get on a regular basis.... Of the three, I find that the *Journal* has the most 'golden nuggets' and is extremely helpful to me. I also find the print copy much more helpful and accessible than the web copy. Keep up the great work!"

Some offered constructive criticism as did Air Force Senior Master Sgt. John Hoffman. "Keep articles succinct – sometimes they run on. Find a niche. [Leadership] and NCO development. [I] suggest [that you find] and exploit it. Great product...."

Some readers waded in about print versus online mediums. "[It] didn't occur to me that the publication was online. I will view it online now that I know it is."

Other readers definitely count on automation as noted in this response. "Keep up the good work. I would like also to receive an e-mail notification when the new issue of the *Journal* is out, to include a brief list of contents of the issue. Thanks." Several other readers commented that they would like to receive an e-mail reminder when a new issue is printed.

Other readers offered similar comments concerning publicizing the *Journal*. "The *NCO Journal* needs more publicity. It doesn't seem to be widely known among junior NCOs."

Thanks again to all of our readers who took the time to complete the survey. The *Journal* staff is already working to incorporate these suggestions and comments into the publication.



Stationed



Gender



Age



Civilian education



Military status



Readership's rank

97% believe the *NCO Journal* is helpful to some degree in keeping them informed and up-to-date on NCO professional development changes.

93% agree or strongly agree the *NCO Journal* is easy to read; 92% agree or strongly agree the *NCO Journal* is easy to understand.

93% have read the *NCO Journal* in the last 12 months.

90% agree or strongly agree the *NCO Journal* information is useful.

88% agree or strongly agree the *NCO Journal* is well written.

81% read more than half to most of each issue.

77% agree or strongly agree that the *NCO Journal* is thought provoking; 16% have no opinion.

77% usually receive the *NCO Journal* through unit or office distribution.

75% find the *NCO Journal* online at least somewhat helpful.

72% believe about one-fourth of each issue should be devoted to history articles; 13% believe very little of each issue should be.

67% think one-fourth of each issue should be devoted to doctrine and policy; 13% believe very little of each issue should be.

63% believe the *NCO Journal* ideas, suggestions, information have helped them better understand their roles, improve their skills and/or train others.

63% agree or strongly agree the *NCO Journal* helps them in their jobs; 27% have no opinion.

61% agree or strongly agree the *NCO Journal* has helped them become better NCOs; 28% have no opinion.

57% have read two or more issues in the last 12 months.

50% always find the *NCO Journal* a reliable source of NCO professional development information.

48% think one-fourth of each issue should be devoted to current topics; 24% believe very little should be; and 13% think more than half of each issue should be.

46% believe one-fourth of each issue should be devoted to Army news; 32% think very little should be.

46% believe more than half of the *NCO Journal* should be devoted to NCO professional development; 21% believe all or most of the issue should be.

30% read the *NCO Journal* solely for NCO professional development, while 59% read it for the history articles, doctrine and policy and Army News Service articles, as well.

29% usually keep each issue for reference, while 35% pass it on to others.

20% prefer to read the *NCO Journal* online.